



REPLY TO  
ATTENTION OF

AMCCC

**DEPARTMENT OF THE ARMY**  
HEADQUARTERS, U.S. ARMY MATERIEL COMMAND  
9301 CHAPEK ROAD  
FORT BELVOIR, VA 22060-5527

*Send to Field*

*13 DEC 05*

**MEMORANDUM FOR SEE DISTRIBUTION**

**SUBJECT:** Purchase of Mementos and Promotional Items

1. The U.S. Army Materiel Command (AMC) continues to face fiscal challenges of reduced funding and increased pressure to identify efficiencies and savings in all aspects of our operations. The purchase of mementos and promotional items, although often not significant in the amount of funding, is a highly visible and often criticized area of fund expenditures. AMC actions should always reflect good stewardship and proper use of our scarce fiscal resources.
2. As a general rule, the purchase of mementos and promotional items is considered an improper expenditure of funds because such mementos are considered to be gifts. An exception to this rule is the purchase of modest promotional items, which must be shown to directly contribute to the execution of your mission. Such purchases are considered a "necessary expense" if there is a direct link between the distribution of the item and the accomplishment of a mission requirement or objective. If the only link is an indirect contribution, such as customer relations or employee morale, the expenditure is improper.
3. You must review your expenditures and policies in this area NLT 15 Feb 06. If you have no written policy applicable to such purchases, you must establish a policy in coordination with your legal counsel and resource manager or reissue any policy over three years old. Local policy must provide general guidance and require a written determination to authorize the purchase of mementos and promotional items. Approval for purchase of mementos and promotional items must be at the general officer, senior executive service, or commander level and must include a specific case by case concurrence by your legal counsel and resource manager.
4. Questions or requests for assistance in formulating a policy should be addressed to HQ, AMC Command Counsel (AMCCC) or HQ AMC Deputy Chief of Staff for Resource Management, G-8, as appropriate. Primary points of contact are Janet Sloan at (703) 806-8781 or DSN 656-8781 (AMCCC) and Michael Anglemeyer at (703) 806-8435 or DSN 656-8435 (G-8).

**WILLIAM E. MORTENSEN**  
Lieutenant General, USA  
Chief of Staff

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